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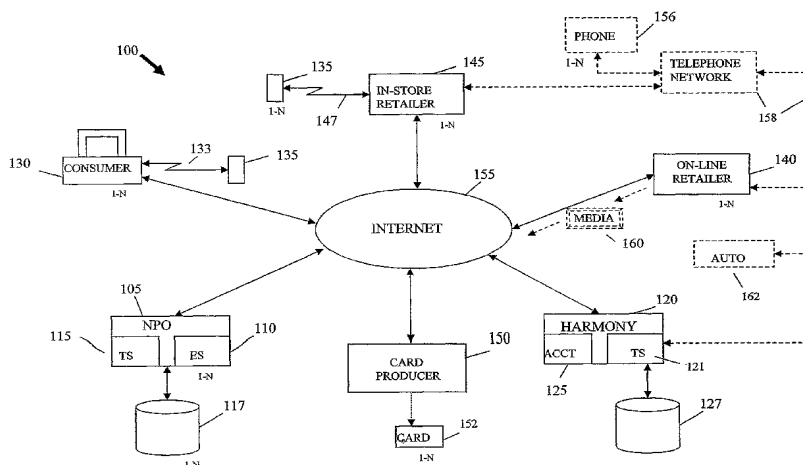
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR FACILITATING FUND-RAISING THROUGH ONLINE DIGITAL MEDIA CONTENT SALES



(57) Abstract: A system and method for managing fund raising activities by various types of organizations through the promotion and sale of digital media content is provided. Vouchers or media cards, for redemption of songs, videos, animation, games, etc., may be provided to non-profit organizations or other organizations for subsequent sale to consumers to raise monies associate with an event or promotion. The vouchers may have an identifier that permits a consumer to redeem the voucher either on-line (e.g., a web site) or through in-store locations. The vouchers may be tracked and accounted for along the process and checks are made to determine validity of a voucher presented for redemption. When a valid voucher is redeemed, a download of the associated digital media may occur to a consumer's device. Accounting of fees received and paid to media providers and the organizations may also be provided.



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